



## Virginia Green Partner Profile:



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# ‘Round the Mountain: Southwest Virginia’s Artisan Network Abingdon, Virginia

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**Virginia Green** is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green** has established “core activities” specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their “green” activities.

**Virginia Green Partners** are primarily committing to help support **Virginia Green** and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### ‘Round the Mountain

‘Round the Mountain is a non-profit economic development organization with the mission to assist local artisans with marketing, educational and entrepreneurial opportunities. RTM is working to link the visitor to artisan studios, craft shops, agro-tourism businesses and creative points of interest in Southwest Virginia.”

**Green Statement:** “Round the Mountain has always strived to be a green business and now with the incentive of the Go Green Program, we are focusing our efforts to be more green.”

### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Encourage clients who are in the tourism industry to join Virginia Green.
  - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
  - Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
  - Include a Virginia Green feature in their newsletter or other publication.
  - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
  - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
  - Minimize copying and always make 2-sided copies
  - Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
  - Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.

- Avoid box lunches – trays/platters of food are much less wasteful

☑ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard
- Use bulk soap dispensers instead of individual soaps
- Use high efficiency hand-dryers in restrooms
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture

☑ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Have low flow restrictors on faucets and showerheads
- Have low flow toilets

☑ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Have a high efficiency heating and air conditioning (HVAC) system
- Perform preventive maintenance on HVAC system
- Have individual thermostats for each room

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For more information on **Round the Mountain: Southwest Virginia's Artisan Network**, see [www.roundthemountain.org](http://www.roundthemountain.org) or contact **Diana Blackburn** at [info@roundthemountain.org](mailto:info@roundthemountain.org) or 276-492-2079.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



**Virginia Green** is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

